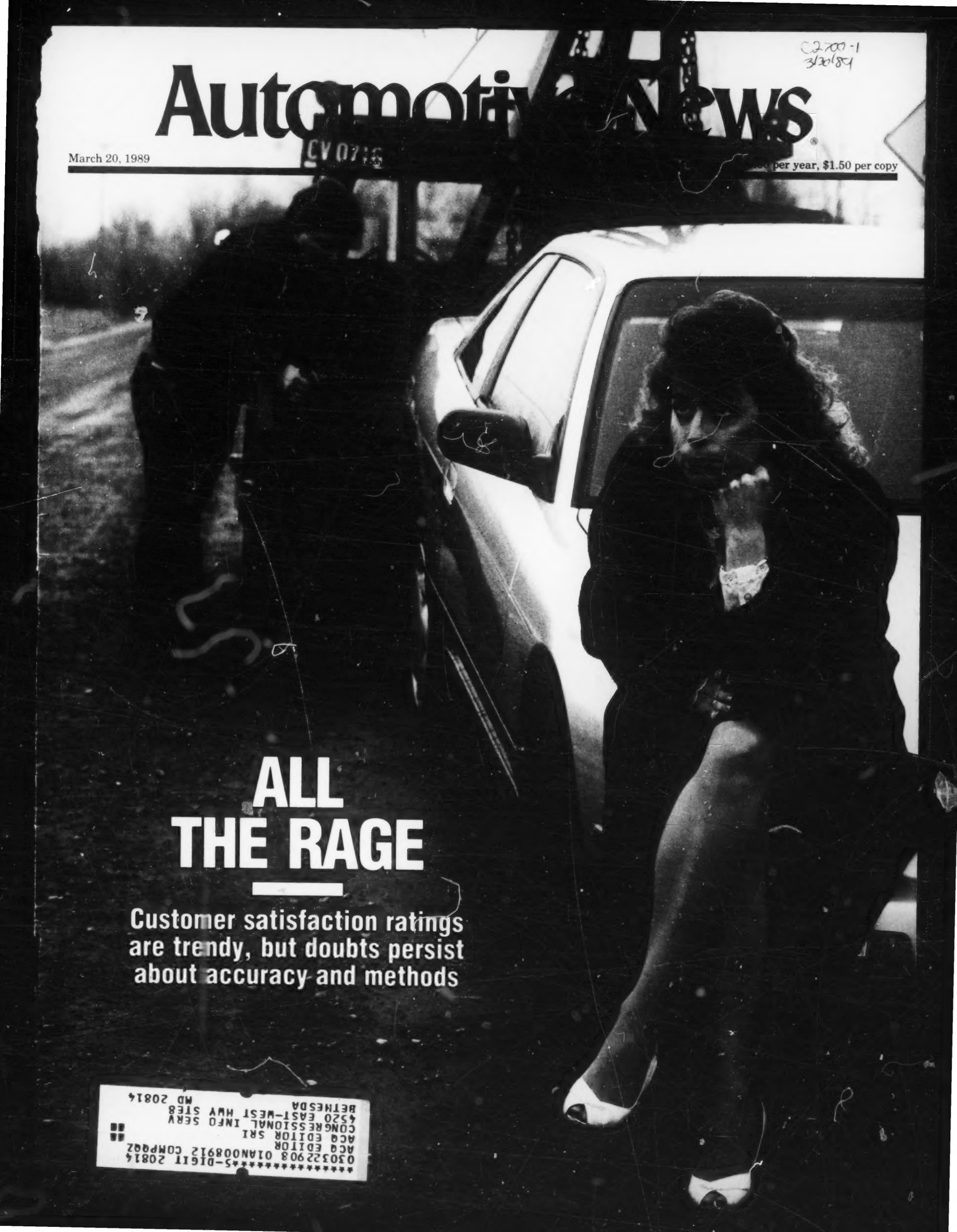
C2700-1
3/20/89

Automotive News®

March 20, 1989

per year, $1.50 per copy



ALL THE RAGE

Customer satisfaction ratings are trendy, but doubts persist about accuracy and methods

0303229083 01AN008912 COMP002
ACQ EDITOR
ACQ EDITOR SRI
CONGRESSIONAL INFO SERV
4520 EAST-WEST HWY STE8
BETHESDA MD 20814

Automotive News

March 20, 1989

©Entire contents copyright 1989, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

64th year—$60.00 per year, $1.50 per copy

3

Big bucks, few bugs in CSI

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Customer satisfaction is more than a buzzword of the 1980s — it has become a multimillion-dollar business critical to automakers and dealers.

Each year, millions of questionnaires are mailed to new-car owners. They are aimed at winning for dealers and automakers a bigger share of the annual 200 million service visits, worth billions of dollars. Opportunities for the dealer are virtually unlimited because, as one consultant noted, there are 130 million cars on the roads — each needing service and, eventually, replacement.

Related stories, Pages 20-24

So it is no surprise that makers and dealers hire full-time staffs and consulting firms to develop and audit consumer satisfaction.

Customer satisfaction ratings have been around for only a decade. Over the years, the surveys have improved. But controversy lingers over the rating systems.

Throughout the industry, CSI rankings can determine who gets a new franchise. Some automakers use the ratings to decide who gets certain new vehicles. Mitsubishi, for one, pays some parts shipping charges for high-CSI dealers. Almost all the makers honor dealers with high CSI ratings.

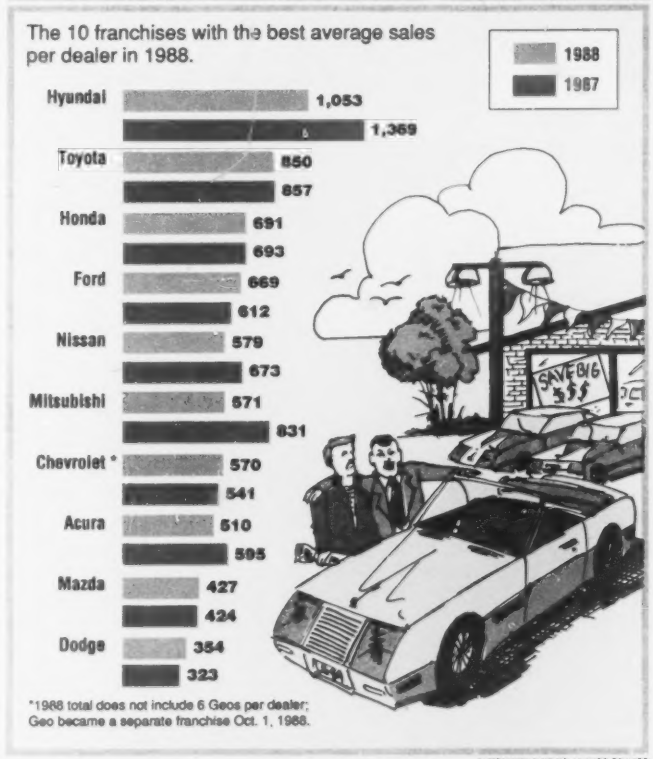
Recently, Nissan started paying its dealers for high CSI ratings. Its Infiniti Division will provide to high-CSI dealers start-up aid packages that can reduce fixed costs up to 25 percent, according to James Hartzell, vice president — consumer affairs.

Dealers have other reasons to be concerned about CSI rankings.

They and consultants point out that CSI rankings vary by geography. Large-volume and multi-franchise dealers claim their im-

see CSI, page 20

Vehicle sales per outlet



AUTOMOTIVE NEWS / LANCE GRAVES

Hyundai leads again

Korean line retains sales-per-dealer title

By John K. Teahen Jr.
AUTOMOTIVE NEWS STAFF REPORTER

Although its average slipped again in 1988, Hyundai Motor America for the third consecutive year topped all makes on the U.S. market in sales per dealership.

Dealers handling the South Korean line delivered an average of 1,053 new cars per outlet last year, far ahead of Honda division — whose 691 sales per outlet made it No. 2 in the car standings — and of Toyota Motor Sales U.S.A. — which came in No. 2 in the combined car-truck standings, with 850 sales per dealer.

Hyundai's total dipped from 1,369 in 1987 and 1,431 in 1986, its first year in the United States. Sales held steady in 1988, but Hyundai's dealer total increased, hence fewer deliveries per store.

Hyundai is the only make that has topped 1,000 sales per franchise in the 34 years Automotive News has been compiling such statistics.

Imports captured the first six places in the 1988 car standings and seven of the top 10 spots. Six of the seven imports were Japanese, and four of them were aided by sales of cars built at their U.S. plants.

The latter were Honda, Toyota, Nissan Motor Corp. in U.S.A. and Mazda Motor of America. Honda, Toyota and Nissan are veterans on the transplant scene. Mazda was selling U.S.-built cara for the first

see SALES, page 61

Ford, Kia plan Tracker-fighter

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. is planning to fill a hole in its truck lineup by introducing a small sport-utility that will be built by a North American contractor.

The strategy marks a change from an earlier, two-stage approach that would have seen the small vehicle produced first by Ford's Kia Motors affiliate in South Korea and later by a North American niche maker, according to industry sources.

The vehicle, code-named UW52, would serve as Ford's answer to Suzuki's Sidekick and the Geo-badged version, called Tracker. Tracker is sold in selected Chevrolet dealerships and represents an entry that Ford doesn't have. Ford is battling to keep Chevrolet at bay and hang on to the industry's truck sales crown.

Sources note, however, that Ford's plans are not cast in stone. There are questions about the potential size of the market and whether it can absorb another competitor. Chrysler Motors enters the field in 1992 with a sport-utility vehicle, code-named JJ. It expects to sell 100,000 units annually.

Annual production of the Ford vehicle is expected to be in the range of 40,000 to 70,000 units.

General Motors began importing the Tracker from Suzuki in the current model year.

Ford had planned on importing the UW52 in the 1991 model year and then sourcing it from a North American niche producer in the 1993 or 1994 range, sources said.

The automaker is now trying to speed up the process of getting the vehicle built domestically before that time, sources said.

Corporate fuel-economy standards were cited as one reason for the sourcing switch. By building it domestically, Ford will be able to qualify for fuel-economy credits that the vehicle would not have provided as an import.

The Big 3 automakers have been shying away from producing low-volume products on their own. In response, several supply and conversion specialists are preparing to build niche vehicles for the auto manufacturers. They believe they can build profitably at volumes that would fill only a fraction of the capacity at a typical Big 3 assembly plant.

So far, no contracts have been announced. The first builder of such niche vehicles will have to wrestle with the challenge of meeting its customer's demands for quality while coping with inevitable start-up problems.

The definitions of what constitutes a "niche" varies. Magna International, a Canadian supplier, has said it is thinking in terms of less than 30,000 units annually. C&C Inc. and ASC Inc., two Michigan-based conversion firms, believe they could handle as many as 50,000 units.

Ford owns 10 percent of Kia. The company supplies Ford with the subcompact Festiva, an entry-level car.

Kia's truck and bus subsidiary, Asia Motors, plans on building a new line of sports utilities for the Korean market later this year. Ford's UW52 will be derived from this program, sources said.

Asia Motors is investing 20 billion won ($29.4 million U.S.) to upgrade assembly facilities at its plant in Kwangju.

The investment came after the South Korean government relaxed restrictions that prevented automakers from competing in certain segments. Asia Motors has been producing Jeep-like vehicles for the Korean military.

A source in Korea said Modern Engineering, a Warren, Mich., prototype firm, has a contract for work on the UW52.

Staff Correspondent Oles Gadacz in Seoul, South Korea, contributed to this story.

Young promises more help for VW dealers

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — The new head of Volkswagen United States is promising to completely re-examine the way the company does business as he sets out to rebuild the struggling franchise.

William J. Young, who took over as vice president in charge of the VW sales operation Feb. 1, said the company will put special attention on programs that will help dealers directly at the retail level. That marks a break from the past; VW has focused its advertising on a na-

see VW, page 66

AUTOMOTIVE NEWS JOE WILKINS

William Young, vice president of VW's U.S. sales operations

Redlining charge leveled in Subaru franchise case

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

A Florida used-car dealer, who operated a Subaru dealership for only four days, is suing Subaru of America for denying him a franchise because the dealership was located in a predominantly black section of Miami.

Don Lloyd, owner of Don L. Motors, spent $684,000 to acquire a Subaru franchise from Warren Henry Subaru in Miami last October. He sold three cars before Subaru of America nixed the deal.

The lawsuit, filed in Dade County Circuit Court, accuses Subaru of breach of contract. But an even deeper issue looms — Lloyd's allegation that the company reneged on the deal because the dealership is in a 79-percent black area of Miami.

It cites the Equal Credit Opportunity Act, Civil Rights Act of 1866 and Robinson-Patman Act in its charges of discrimination and redlining.

Another issue raised in the suit is whether Subaru actually granted Don L. Subaru the franchise. If it did, was it in breach of contract by withdrawing from the deal four days after it gave him approval to buy the dealership from another dealer?

Lloyd had a letter of intent from Subaru saying that if Lloyd met a number of conditions by last Oct.

see REDLINING, page 62

Autos big issue as EPA attacks global warming

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Large increases in automobile fuel economy, worldwide use of catalytic converters and emissions fees placed on oil and other fossil fuels are among the EPA's proposals to stabilize global warming. The proposals are contained in the draft of a report to Congress made public last week.

The report is in preliminary stages and has not yet been endorsed by the agency.

One option would require new U.S. cars to average 40 mpg by 2000.

The draft considers policy options to stabilize climatic results of the "greenhouse effect," a phenomena that is said to occur when carbon dioxide, methane, chlorofluorocarbons, nitrous oxide and other gases absorb and reflect heat radiating from the earth's surface. Human actions are now increasing the concentrations of "greenhouse" gases and are said to be intensifying the effect.

The EPA report proposes worldwide measures to stabilize global warming that results from the greenhouse effect, starting in 1990 with targets for changes in place by 2000.

It also recommends that new automobiles in industrial countries use three-way catalytic converters and meet 1989 U.S. emission standards. Cars in the rest of world would require oxidation catalysts. The report also proposes an emissions fee of 50 cents per barrel of oil and the phase out of chlorofluorocarbons — used in automotive air conditioners.

In a longer-term scenario, worldwide automobile fuel economy could reach 75 mpg by 2050, the report predicted.

A more radical policy option suggested by EPA would require new U.S. cars to average 50 mpg by 2000. That option would also levy an emissions fee of $3.25 on a barrel of oil.

EPA Administrator William K. Reilly called the report "the first by any government to take a comprehensive look at how nations might respond to global warming."

The report said no single country or source will contribute more than a fraction of the greenhouse gases that will warm the world and any solution will require the cooperation of many countries and cuts in many sources.

"Even the largest single source categories (for greenhouse gases), such as automobiles or utilities, however, represent less than 30 percent each of the total greenhouse gas emissions," the report said.

Policies to stabilize global warming outlined in the report could reduce the amount of calculated climatic change by at least 60 percent per century, the document claimed.

AUTOMOTIVE NEWS JOE WILSSENS

Isuzu may produce an Amigo-type sport-utility at Indiana plant

Isuzu keeps on truckin'

Japan, Indiana to emphasize niche vehicles

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Isuzu Motors, which already relies on light-truck-based vehicles for nearly 40 percent of its production, will offer more utility vehicles in the next few years, with some of those coming from its joint venture with Subaru in Indiana.

In an interview, Isuzu President Kazuo Tobiyama also said the automaker must shorten its product cycles and also share more models with Fuji Heavy Industries, maker of Subaru.

The building block for Isuzu's new niche vehicles will be the company's compact pickup truck. Some variations will be built at the company's U.S. joint venture in Indiana.

Tobiyama

Amigo, Isuzu's first such niche product, is based on a shortened pickup chassis. The vehicle will be built in Japan and launched later this month.

Tobiyama said an Amigo-like vehicle also is slated for U.S. production at Subaru-Isuzu Automotive, the joint venture between Isuzu and Fuji Heavy Industries in Lafayette, Ind. When the plant starts up this fall, however, the pickup will be the only Isuzu model produced.

Tobiyama said the emphasis at the plant and in Isuzu's product line will be on utility and recreational vehicles, an area the company intends to expand. The segment already accounts for 38 percent of Isuzu's sales.

Sources indicate that other variations include a closed-back version of the Amigo, perhaps a model similar to the Trooper II or something in the mold of a Jeep-like entry.

Tobiyama admitted Isuzu must speed up its production cycle and bring products to the market faster. "We cannot do just the same as others. We must do something different. In order to be ahead of others, modernizing the facilities is important," he said.

Tobiyama would like to see the production cycle for passenger cars reduced from four to three years, or possibly even two years. He also wants to shorten the cycle for commercial vehicles, which is currently about six to seven years.

Other Japanese makers are moving to speed up their car production cycles to less than three years. While the goal in passenger-car development is to "not fall behind" the competition, Toyiama said "in the field of commercial vehicles, we can say that we will be ahead of others."

Though Isuzu will introduce redesigned Piazza and Gemini models (known as Impulse and I-Mark, respectively, in the United States) this year, the company's emphasis appears to remain in the utility segment.

Isuzu wants to share vehicles from its Indiana joint venture, but so far there has been no agreement between the two companies. In Japan, however, Subaru sells Isuzu's Big Horn/Trooper sport-utility vehicle and Isuzu sells Subaru's van.

Tobiyama said the two companies are still talking about the possibility of an exchange in the United States, "but

see ISUZU, page 66

Sales tricks inflate totals in Germany

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Manipulation of official new-car registrations in West Germany by manufacturers is squeezing dealer margins and may distort the European sales race.

Some industry observers maintain that West German new-car sales in 1988 were artificially inflated by so-called "tageszulassungen" (literally, one-day registrations) — cars registered and soon de-registered and sold as used cars at a discount.

Carmakers are looking for ways around a West German law that prohibits them from selling vehicles to dealers at prices lower than the manufacturer's posted invoice price. Since they can't offer rebates, they indulge in the registration ploy.

Several observers allege that the close-fought battle between Volkswagen and Fiat for sales leadership in Europe was influenced by manipulation of German sales statistics, although both companies strongly deny any finagling. A new set of statistics on short-term registrations showed Fiat as the biggest user, while VW had relatively few such registrations.

Last year, VW came from behind to win the European sales crown over Fiat by only a few thousand units, according to most estimates.

Some retailers have advertised registered cars openly. A Fiat dealer in Munich recently offered a Panda, with a list price of 10,190 marks ($5,478), for 9,200 marks ($4,946) with the line: "Registered for a day, zero kilometers."

Another dealer come-on was: "We've registered it for you."

Tageszulassungen "is a real problem for dealers," said Helmut Bluemer of the Zentralverband Des Kraftfahrzeuggewerbes (ZDK) in Bonn, the German dealer association. "The dealers are trying to stop it, but the companies have a great interest because they want to push up their official registrations."

His group estimates that as many as a quarter million vehicles, nearly 10 percent of West Germany's 2.8 million-car market last year, were short-time registrations.

Technically, the practice is illegal since German registration law requires an intent to put the vehicle on the road and establish a base location. But "the dealers say no one ever bothers to look at it," said one high-ranking West German sales executive.

Officially, manufacturers say short-term registrations are being done independently by dealers. Unofficially, carmakers accuse each other.

Dealer and automaker sources in Germany say dealers are encouraged by manufacturer programs —

see MANIPULATE, page 64

INDEX

Around the world	34-35
Auction dates	50
Classifieds	51-60
Coming events	29
Engineering	18
Legal briefs	44
Marketing and media	40
News briefs	8
Obituaries	67
Opinion	12
Personnel	36
Production	68
Sales, car	10
Sales, import car	10
Sales, truck	16
Truck industry	16

64th year—No. 5278

Advertising Production Department (313)446-6063
Circulation Department
In Michigan (313) 446-0480
Outside Michigan 1-800-992-9970
Classified Ad Department (313) 446-6065
Display Ad Department (313) 446-6030
Editorial & Business Offices (313) 446-6000

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

NHTSA nominee Curry no stranger to safety

By Diana T. Kuryiko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A retired U.S. Army major general who directed a Maryland proving ground where the government tests new vehicles and weapons was named NHTSA administrator late last week.

Jerry R. Curry, 56, was selected as the choice for the job two weeks ago by Transportation Secretary Samuel K. Skinner who forwarded the nomination to the White House for final approval.

Curry replaces Diane Steed, who served as NHTSA administrator for the past five years in the Reagan administration. Steed, who has served as administrator since November 1983, received her 30-day notice last week. Steed had made it known she wanted to stay in the position. Steed's plans are unknown. NHTSA said the former administrator had no comment on where she may seek future employment and did not wish to comment.

Curry, a Virginia Beach, Va., resident, directed the U.S. Army Test and Evaluation Command in Aberdeen, Md., the nation's largest proving ground where "we put the 'Good Housekeeping' seal of approval on all sorts of products after the most extensive testing in the nation," Curry said in a telephone interview.

Curry directed the engineering, development and testing on equipment ranging from missiles, computers, rifles, airplanes and naturally cars and trucks.

The testing of cars and trucks, ranging from Army jeeps and "little cars" to large-sized Ford trucks, was more intense than the programs that evaluate civilian consumer products, Curry said.

"We had to make sure they would run in the desert, mud and water — we ran them very extensively," Curry said.

The background has admittedly made Curry a self-confessed safety advocate, although he acknowledges that his expertise is not on the technical side.

"I am not an expert (on technical matters) in that I've been working with policy. I am primarily a policy maker and a leader; I've been in charge of things," Curry said.

Curry declined to say whether he believed NHTSA needs to tighten safety regulations.

The retired major general was also a pilot, flying as an Army aviator for 30 years. After retiring from the Army in 1984, Curry became an adviser in 1985 to television evangelist Pat Robertson's Freedom Council. Curry quit six months later. "I got out of there before they got into the political business," he said.

Curry said he assisted Robertson "because he was having problems administering and he asked me if I would help him straighten them out."

After consulting for Robertson, Curry became president of a Norfolk, Va.-based public policy think-tank, the National Perspectives Institute, specializing in international trade. The group is now defunct.

He also ran an unsuccessful bid last fall for the U.S. House of Representatives but was defeated by an incumbent Virginia Democrat. Curry also worked on the Bush presidential campaign.

He was nominated for the NHTSA post after his name was put into the hopper by a senator who recommended Curry for the new cabinet level post of secretary of Veteran Affairs. Curry said he told the White House personnel office, "I would go wherever the president wanted me and where Bush assigned me; I would serve at his pleasure."

Curry served active duty in the Army for 34 years, entering as a private and working his way up to major general. While in the Army, Curry obtained three college degrees including a master's degree in international relations from Boston University and a doctorate of ministry from Rice Seminary in Jacksonville, Fla.

Chicago firm buys Calif. dealerships, plans U.S. chain

By Janet Neiman
CRAIN NEWS SERVICE

CHICAGO — A newly formed Chicago-based company has launched an ambitious plan to create a national network of auto dealerships.

J.W. Newco Ltd., whose president and chief executive officer is former insurance executive Joe Wilson, last month completed the $21 million purchase of Claremont Auto Park, Claremont, Calif. Now the focus is on a group of Chicago-area dealerships.

Newco's strategy is to purchase "clusters" of auto dealerships around the country and create a chain of so-called auto parks — multiple dealerships situated on one, large parcel of property.

Last month, Wilson took his first step toward that goal. Backed by GE Capital's Auto Financial Services group, he acquired the Claremont Auto Park. The auto park spans 17 acres and boasts eight franchises, ranging from Cadillac to Hyundai.

Wilson is the former president and chairman of the executive committee of Chicago-based Ryan Insurance Group. Though he did not disclose the names of the Chicago-area dealerships he may acquire, he said he plans to initiate a deal by the end of the year.

Wilson believes that grouping the dealerships in a park-like setting allows significant economies of scale in management and marketing. The setting also provides convenient one-stop shopping for car hunters.

In addition to appointing a single general manager to oversee all of the dealerships in each market, the auto parks will have centralized facilities, such as service, body shops and used-car departments. Advertising also will promote all the Newco auto parks in a given market.

"The idea is to create a family of dealerships within these metropolitan areas so you have a common theme, a common message, a common marketing perception," Wilson said. He envisions standardized sales and service procedures — "everything from dress codes to the way a customer is treated to the way a car is delivered."

Wilson concedes that Newco's future acquisitions are unlikely to be as simple to obtain as the Claremont purchase, where the dealerships already were located in the auto park and owned by only two parties. In other markets, including Chicago, Newco probably will have to purchase adjacent dealerships from various owners and create the park environment.

Newco also may buy dealerships from an owner who has a few in one area of the city and a couple in another. "You'd buy them all and still create clusters," though advertising would direct customers to the auto park closest to them, he said.

Wilson listed three criteria for acquisitions: they must be on a major thoroughfare; they must have reasonable but potentially higher sales volume; and they must be underperforming in terms of profits.

If a Chicago deal comes to fruition, Newco's entrance into the retail market is likely to rev up interest here for additional auto parks and malls. The design concept has not caught on in the Midwest as in other parts of the country.

Multi-franchise and "megadealership" groups already abound in the Chicago metropolitan area, which lists about 700 auto dealers, many with multiple franchises. But most of those chains are not as extensive as the clusters Newco envisions and they don't provide the same one-stop shopping.

One significant exception is Motor Werks in Barrington, Ill., which in 1987 added Cadillac, Porsche, Sterling and Suzuki franchises to its BMW and Mercedes-Benz line. The dealership created a mall-like setting that is considered a model for the industry.

"Traditionally, manufacturers demanded separate facilities," said Eric DeBord, operations manager at Motor Werks. "But real estate costs and expenses for single-site locations have become very costly. Dealers need to take advantage of economies of scale."

Just how the development of auto parks might affect existing auto retailers in Chicago is debatable.

"I think they'll affect individual dealers," said Neil Friedman, senior audit partner at Michael Silver & Co., a Skokie, Ill., accounting firm that handles auto dealerships.

"The auto parks will provide one-stop shopping for customers interested in different makes of cars, and the convenience of that will work to the detriment of dealers that have only one or two franchises."

But dealers aren't necessarily worried about competition from auto parks.

"It wouldn't do anything to us," said Frank DeBartolo, general manager of Celozzi-Ettleson, Elmhurst, Ill., one of the Chicago area's top-selling dealers. "There are already plenty of places with five or six dealerships a few feet from each other.

"We're isolated out here (in Elmhurst). We're not even on a major road, and we do all right."

DOMESTIC SALES

	Mar. 1-10, 1989	Mar. 1-10, 1988
Eagle	1,705	1,097
Chrysler	4,277	10,892
Plymouth	6,053	9,180
Dodge	10,201	13,498
Chrysler Motors	22,236	34,667
Ford	36,532	47,730
Mercury	12,851	15,902
Lincoln	4,729	5,227
Ford Motor Co.	54,112	68,859
Buick	11,691	13,458
Cadillac	7,152	7,006
Chevrolet	35,263	40,749
Oldsmobile	12,293	15,405
Pontiac	16,186	18,754
General Motors	82,575	95,372
Volkswagen	—	777
Honda	8,765	8,496
Nissan	1,673	1,931
Toyota	1,850	1,110
Mazda	867	560
Mitsubishi	436	—
U.S. Car Total	172,514	211,772

Domestic sales plunge 18% for early March

By Karen Detkowski
SPECIAL CORRESPONDENT

Sales of U.S.-built cars declined 18.54 percent in the first 10 days of March. The total was 172,514 vs. 211,772 in 1988.

Each of the Big 3 was down for the period, but three of the five transplants reported increases.

Chrysler Motors delivered 35.86 percent fewer cars than it did a year ago, although Eagle sales rose 55.42 percent.

Ford Motor Co. sales dropped 21.42 percent. All three of its makes declined.

General Motors sales slipped 13.42 percent. Cadillac was up 2.08 percent, but the other divisions were down.

In the first 10 days of March, Mazda delivered 54.82 percent more U.S.-built MX-6 models than last year.

Toyota sold 1,177 U.S.-built Camrys and 673 U.S.-built Corollas. The total of 1,850 was up 66.67 percent over last year's 1,110 when only Corolla was assembled in the United States.

Honda's transplant sales rose 3.17 percent over the year-ago period, and Nissan's sales were down 13.36 percent. Mitsubishi sold 436 Eclipse models. The U.S.-built Eclipse went on sale in January.

IMPORT SALES BY MODEL

	Feb. 1989	Feb. 1988	2 Mos., 1989	2 Mos., 1988
ACURA	9,465	8,988	18,978	18,025
Integra	4,659	3,779	8,744	7,891
Legend	4,806	5,209	10,234	10,134
ALFA ROMEO	237	522	455	763
Milano	113	322	224	438
Spider	124	200	231	325
AUDI	1,458	1,992	3,267	3,431
4000S	3	38	6	78
4000CS Quattro	3	19	6	39
5000S	28	384	76	665
5000CS Turbo	8	88	26	177
5000CS Turbo Quattro	0	95	8	334
80	486	697	1,243	1,067
90	474	634	981	982
100/200	320	0	620	0
100/200 Quattro	133	0	294	0
Coupe GT	3	37	7	89
BMW	5,736	5,763	11,419	10,359
3 Series	2,702	3,287	5,471	5,998
5 Series	1,771	1,224	3,471	2,089
635 CSi	131	115	274	178
7-Series	948	914	1,816	1,696
M3	87	140	176	269
M5	41	33	90	58
M6	56	50	121	71
CHEVROLET	7,508	11,300	15,319	21,007
Spectrum	3,826	6,487	7,940	12,023
Sprint	3,682	4,813	7,379	8,984
CHRYSLER MOTORS	8,317	13,400	17,375	23,354
Colt	4,882	8,264	9,529	13,757
Conquest	381	893	854	1,442
Medallion	423	2,244	1,035	4,899
Summit	1,631	0	3,714	0
Vista	1,000	1,979	2,243	3,256
TC Maserati	64	0	133	0
DAIHATSU	1,019	760	2,123	1,783
FORD Festiva	6,226	6,080	12,679	11,168
HONDA	16,541	18,812	32,090	41,273
Civic/CRX	4,191	10,340	7,902	20,990
Accord	9,176	3,299	18,192	10,421
Prelude	3,174	5,173	6,005	9,862
HYUNDAI	14,056	22,536	29,230	44,860
Excel	11,504	22,536	24,596	44,860
Sonata	2,552	0	4,634	0
ISUZU	1,251	1,448	2,800	3,009
I-Mark	1,065	841	2,420	1,875
Impulse	186	607	380	1,134
JAGUAR	1,361	1,400	2,853	2,568
XJ6	1,027	1,046	2,163	1,953
XJS	334	354	690	615
MASERATI	44	95	96	145
MAZDA	15,812	19,413	32,040	36,406
323	6,359	7,382	12,833	15,015
626	3,680	5,272	7,527	10,107
MX-6	233	1,360	454	2,863
929	1,441	1,972	2,948	3,755
RX-7	1,811	2,447	3,528	4,668
MPV	2,288	3	4,750	7
MERCEDES BENZ	5,542	5,860	10,578	11,693
190	846	968	1,829	1,872
260E	226	513	471	957
300	1,947	1,835	3,341	3,284
300 SE	510	0	1,058	0
300SDL Turbo	0	8	0	67
300SEL	275	887	531	1,119
420SEL	529	783	1,054	1,544
560SEL	417	430	839	944
780SL	900	826	1,142	1,585
560SEC	131	130	248	286
Tourist	61	28	84	44
MERKUR	903	774	1,887	1,503
XR4TI	399	471	769	886
Scorpio	357	366	617	617
MITSUBISHI	4,735	5,203	9,774	10,483
Starion	111	251	296	446
Cordia	22	433	303	884
Tredia	0	111	5	203
Mirage	673	899	1,429	1,893
Galant	2,261	837	4,179	1,747
Precis	1,549	2,092	3,218	4,349
Van/Wagon	119	580	344	961
NISSAN	30,361	24,826	59,469	52,627
Sentra	10,904	10,882	21,461	21,402
Pulsar	1,665	3,252	3,065	6,304
Stanza	1,985	3,140	4,237	5,000
Maxima	8,595	4,490	17,002	10,177
240/200SX	5,706	1,062	10,525	2,445
300ZX	1,278	1,727	2,591	3,851
Hawaii	228	273	588	448
PEUGEOT	413	331	861	684
PONTIAC LeMans	3,604	3,574	7,341	7,153
PORSCHE	536	1,417	1,141	2,554
924S	14	106	42	281
944	62	2[illegible]	141	654
944S	6	60	18	100
944 Turbo	38	206	78	326
911 Coupe	162	268	340	505
911 Turbo	90	90	180	181
911 Cabriolet	103	132	213	253
928S	61	134	137	254
SAAB	2,845	3,076	5,280	5,795
900	373	535	782	1,060
900S	472	797	1,000	1,512
900 Turbo	939	668	1,686	1,261
9000S	345	293	553	573
9000 Turbo	455	752	746	1,341
9000 CD	250	0	493	0
Tourist	11	11	20	48
STERLING	612	1,166	1,400	2,117
SUBARU	13,208	12,580	23,457	22,547
Hatchback	293	518	644	1,151
3-Door	564	570	1,153	1,046
4-Door Sedan	5,149	2,337	3,202	3,717
XT/XT6	843	1,020	1,484	1,848
Station Wagon	4,010	5,385	7,109	9,518
Justy	2,349	2,760	3,385	5,267
SUZUKI	559	0	1,106	0
TOYOTA	29,421	42,187	65,797	84,316
Corolla	6,294	11,142	14,224	22,248
Tercel	7,629	6,422	14,833	12,652
Celica	3,753	4,498	8,350	8,924
Supra	1,172	1,751	2,595	3,276
Camry	6,522	13,935	17,159	28,547
Cressida	1,362	1,058	3,666	1,977
Land Cruiser	431	987	819	1,148
Van	368	577	867	1,070
4Runner SR 5	1,277	1,353	2,405	2,852
MR2	413	853	772	1,614
VOLKSWAGEN	8,825	12,764	17,854	23,854
Cabriolet	695	1,127	1,056	1,831
Jetta	3,569	5,730	7,229	10,125
Golf/GTI	1,403	0	2,856	0
Vanagon	318	570	593	1,079
Quantum	112	259	267	914
Scirocco	180	314	352	570
Fox	2,577	4,764	5,501	9,731
VOLVO	7,510	7,161	16,649	15,330
240 Series	3,287	2,873	7,025	6,586
740 Series	3,124	3,388	7,570	7,302
760 Series	977	747	1,798	1,666
780	118	103	210	208
Tourist	4	47	46	88
YUGO	701	2,744	1,831	6,358
IMPORT TOTAL	188,369	235,212	404,737	494,673

*Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 16, 1988.

February truck sales by manufacturer and segment

		14,000 & LESS GVW CLASS 1-3	14,001-16,000 GVW CLASS 4	16,001-19,500 GVW CLASS 5	19,501-26,000 GVW CLASS 6	26,001-33,000 GVW CLASS 7	33,001 & OVER GVW CLASS 8	TOTAL 1989	TOTAL 1988
CHRYSLER-PLYMOUTH	MO	14,022						14,022	14,835
	YR	27,750						27,750	26,593
DODGE	MO	45,101						45,101	48,598
	YR	87,000						87,000	88,390
JEEP	MO	17,286						17,286	19,548
	YR	36,083						36,083	36,103
TOYOTA	MO	15,280						15,280	15,616
	YR	30,480						30,480	34,200
NISSAN	MO	15,230						15,230	11,687
	YR	27,177						27,177	26,760
MAZDA	MO	6,133						6,133	8,105
	YR	13,093						13,093	16,424
ISUZU	MO	6,873						6,873	5,808
	YR	13,499						13,499	12,818
MITSUBISHI	MO	3,366						3,366	4,120
	YR	6,263						6,263	8,077
SUZUKI	MO	2,324						2,324	5,085
	YR	4,382						4,382	10,377
RANGE ROVER	MO	341						341	278
	YR	836						836	525
FORD	MO	107,766	2,388		650	2,477	1,091	114,372	123,965
	YR	213,048	4,787		1,368	4,979	2,133	226,315	230,463
FREIGHTLINER	MO						1,926	1,926	2,074
	YR						3,866	3,866	3,185
CHEVROLET	MO	94,755		15	844	803		96,217	118,588
	YR	184,127		41	1,239	1,399		186,806	211,478
GMC	MO	25,851		271	283	736		27,121	33,254
	YR	50,679		1,061	717	2,069		54,526	55,759
KENWORTH	MO					40	1,241	1,281	1,175
	YR					69	2,669	2,732	2,195
MACK	MO				208	278	1,374	1,860	1,494
	YR				410	548	2,582	3,540	2,914
MERCEDES	MO				46	88		134	210
	YR				112	170		282	397
NAVISTAR	MO		8	6	996	1,585	2,463	5,058	6,869
	YR		26	21	2,367	3,714	5,217	11,345	13,496
PETERBILT	MO					41	1,213	1,254	1,183
	YR					98	2,612	2,710	2,090
VOLVO	MO					72	1,308	1,380	1,141
	YR					175	2,458	2,633	1,903
HINO	MO	16		34	30	76		156	141
	YR	31		62	75	152		320	283
NISSAN DIESEL	MO	40		87	24	61		207	174
	YR	66		132	40	90		328	321
ISUZU TRUCK	MO	534	41	15	130	56		776	721
	YR	1,104	83	17	164	86		1,454	910
MITSUBISHI FUSO	MO	170		57	26	48		301	165
	YR	287		85	46	85		503	256
SCANIA	MO						7	7	21
	YR						13	13	28
IVECO TRUCKS	MO	51	35	25	10			121	112
	YR	127	85	43	18			273	235
WESTERN STAR	MO						122	122	140
	YR						222	222	325
OTHER DOMESTICS	MO				5	56	60	121	42
	YR				5	80	106	190	98
GRAND TOTAL	MO	355,189	2,472	505	3,232	6,217	10,805	378,420	425,149
	YR	696,932	4,991	1,462	6,561	13,708	21,877	744,631	787,233
1988 YR to DATE		739,773	1,655	1,699	10,232	14,951	19,832		

NOTE: February 1988 includes 2 Subarus.

February sales tumble

Dips for lights, mediums cut total 11%

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Domestic truck sales declined 10.99 percent in February because of a slide in most light- and medium-duty segments. Only Class 4 medium and Class 8 heavy trucks posted gains over last year.

February sales of 378,420 trucks in the United States were off from 425,149 in 1988.

The Class 1-3 light-duty segment's 355,189 total was down 11.04 percent from 399,278 in the year-earlier period.

In the medium category, Class 4, under the impetus of Ford's Super Duty models, more than doubled its year-earlier performance with 2,472 sales, up from 1,028 in February 1988. Elsewhere, Class 5 sales of 505 were down from 556 a year earlier; Class 6 sales of 3,232 were down from 5,728; and Class 7 sales of 6,217 were off from 8,141 a year ago.

Class 8, with its strong order backlog, continued its gain over last year. Sales of 10,805 heavy-duty models were up from 10,418 in February 1988.

For the first two months of calendar 1989, manufacturers retailed 744,631 trucks, off 5.41 percent from 787,233 a year earlier.

Light-duty sales of 696,032 were off 5.91 percent from 739,773 in 1988.

In the medium segment, Class 4 sales of 4,991 tripled last year's 1,655. Class 5, with 1,462 sales, retained a lead over 1,090 a year earlier. Class 6 sales of 6,561 were down sharply from 10,232 in 1988, as were Class 7 sales, which dropped to 13,708 from 14,651.

Class 8, with sales of 21,877 trucks, was up sharply from 19,832 a year earlier.

All Class 8 competitors were up for the first two months of 1989.

Segment leader Navistar's sales of 5,217 were up a modest 2.37 percent from 5,096 a year earlier.

No. 2 Freightliner's sales of 3,866 were up marginally from 3,819 last year.

Kenworth took third-place with 2,669 sales, up a sharp 26.91 percent from 2,103 a year ago.

Fourth-place went to Peterbilt, with its sales of 2,612 Class 8s, up 26.42 percent from last year's 2,066.

Fifth-place Mack had a considerably larger 15.58 percent increase for the first two months, based on 2,582 Class 8 sales compared to 2,234 in 1988.

Sixth-place Volvo GM had an even greater 39.34 percent gain on sales of 2,458 Class 8's compared to 1,764 last year.

And seventh-place Ford's Class 8 sales of 2,133 units were up 16.56 percent over 1,830 a year ago.

Freightliner expansion makes a heavy-duty trend

PORTLAND, Ore. — Freightliner Corp. joined the list of heavy-truck manufacturers planning production expansions.

Volvo GM Heavy Truck and Kenworth are also planning to expand capacity. Volvo GM recently acquired a plant and expects to have it running at full capacity late this year. Kenworth is selecting the site for its new facility.

Freightliner purchased a plant in Cleveland, N.C., from MAN Truck & Bus Corp. The property consists of about 100 acres. The plant and offices total about 280,000 square feet.

The industry's expansion plans are in direct contrast to a few years ago when several major manufacturers, including Paccar, parent of Kenworth and Peterbilt, eliminated capacity.

Freightliner was capacity-constrained in 1988.

Even though it produced at full capacity and exceeded its 1987 sales levels, it lost market share last year due to the rising market, said Ernst G. Stoeckl, president and chief executive officer.

Freightliner will shift part of the production at its nearby Mt. Holly, N.C., truck plant to Cleveland, thereby allowing Mt. Holly to build more of the Long Conventional model. The Cleveland plant will be in operation in late 1989. The new plant will increase Freightliner's U.S. capacity by about 10 percent by year-end, Stoeckl said.

Freightliner's current order backlog, like those of its competitors, is very strong, so it plans to get its new plant to full speed quickly.

The company's other manufacturing plants are in Portland, Ore.; Burnaby, British Columbia; and an assembly plant for Mercedes-Benz in Hampton, Va.

New Alaska rep for Detroit Diesel

DETROIT — Detroit Diesel Corp. said McDonald Industries of Seattle has signed a letter of intent to buy the rights to distribute Detroit Diesel engines and Allison transmissions in Alaska from Emerson GM Diesel, the current distributor.

D.M. Emerson, president and principal owner, is retiring and selling the assets of Emerson GM Diesel, according to Detroit Diesel.

Emerson also holds the rights to distribute Detroit Diesel products in western Washington. A Detroit Diesel spokeswoman said the corporation is reviewing the possibility of combining the western Washington distributorship with one or more of the neighboring distributors.

McDonald Industries is not currently among Detroit Diesel's 44 North American distributors. The new Alaska distributorship will be called Alaska Detroit Diesel and will be headquartered in Anchorage at the current Emerson GM Diesel facility.

The Detroit Diesel spokeswoman said the corporation's distributors are all independent and it has no plans to purchase any of them.

PICK-A-PAIR: *Limited-edition Coupe DeVille, Eldorado blossom for spring*

DETROIT — Cadillac has introduced a pair of limited-edition spring models — the Spring Edition Coupe DeVille and the Eldorado Spring Special.

They are equipped with option packages that include convenience, luxury and styling items. Both have aluminum alloy wheels, leather seats and front passenger seats with six-way power adjustments and manual seat recliners.

Other features include illuminated driver and passenger vanity mirrors, illuminated entry system and leather-trimmed steering wheel.

The models are available in four colors — carmine red, sapphire blue firemist, sable black and cotillion white.

The Spring Edition Coupe DeVille has a monochromatic color scheme with matching interior and full cabriolet roof treatment. The Eldorado model may be ordered with contrasting cabriolet roof and interior.

Both models will be produced in limited quantities; they became available March 1.

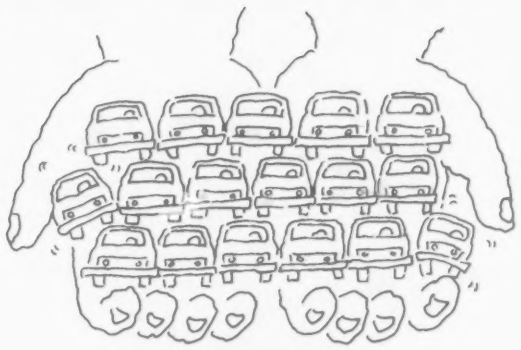
The special DeVille is priced at $27,955 — the DeVille base price of $24,960 plus the option package price of $2,995. The Eldorado is $28,073 — the Eldorado's $26,738 base price plus $1,335 for the option package.

Cadillac's Spring Edition Coupe DeVille

MERCEDES 300CE • SEC CONVERTIBLES

Coach Builders Limited, Inc.
Creatively Engineered Convertibles
Box 1978 • 1320 S. Main St. • High Springs, FL 32643
(904) 454-2060

AUCTION OWNERS:
REACH
THE "BIG" FLEETS



ADVERTISE IN
THE NAFA SHOW EXTRA ISSUE
Automotive News

Your Auction Directory ad in the NAFA Show Extra issue tells the fleet world's most influential sellers that you have what it takes to service their large fleet sales. 75,000 readers strong in 70 countries worldwide, Automotive News reaches 90% of the top fleet administrators.

You also get bonus exposure at the NAFA Show in New York, April 16-19, as we distribute complimentary copies, with your ad, from the Automotive News booth.

The Automotive News NAFA Show Extra issue: Don't miss your opportunity to "sell the big sellers." Call Marie Hingst, (313) 446-6065, to place your Auction Directory ad.

Issue date: April 17

NATIONAL NEW VEHICLE REGISTRATIONS

	1988	1987
Chrysler Conquest*	9,647	11,233
Laser		4,792
Imperial		
LeBaron/LeBaron GTS	35,406	81,564
LeBaron SW	2,625	4,825
LeBaron coupe/convertible	102,549	78,683
New Yorker Turbo	14,736	32,271
New Yorker/Landau	79,986	18,450
Fifth Avenue/Newport	38,845	58,583
Total	283,794	297,401
Plymouth Colt*	32,953	38,132
Colt DL station wagon*	4,767	185
Colt Vista station wagon*	9,317	14,553
Horizon	59,765	48,864
Sundance	87,308	75,313
Turismo	1,399	17,818
Reliant	94,741	83,471
Reliant station wagon	15,775	22,685
Laser		
Caravelle	14,536	35,928
Gran Fury	10,326	7,707
Acclaim	2,273	
Total	333,162	344,656
Chrysler/Plymouth Total	616,956	642,057
Dodge Colt*	37,097	42,179
Colt DL station wagon*	5,491	203
Colt Vista station wagon*	10,282	15,820
Omni	58,332	39,979
Shadow	89,248	76,927
Charger	1,630	19,951
Daytona	70,462	37,125
Aries	86,586	81,347
Aries station wagon	14,771	19,919
Lancer	10,780	22,847
600	13,832	36,718
Dynasty	76,822	2,276
Diplomat	18,579	13,042
Spirit	2,438	
Total	496,330	408,333
Eagle Summit*	3,621	
Alliance	4,713	28,207
Eagle	1,496	4,678
Premier	37,518	111
Medallion*	14,648	13,744
Total	61,996	44,740
Total Chrysler	1,176,282	1,095,130
Ford Festiva*	67,560	24,385
Escort	338,033	332,753
Escort station wagon	46,890	61,033
Mustang	169,552	171,026
Probe	68,106	
Tempo	278,647	223,350
Taurus	266,056	268,151
Taurus station wagon	90,859	90,057
Crown Victoria	99,215	102,374
Crown Victoria station wagon	14,116	16,090
Thunderbird	118,510	132,080
Total	1,577,544	1,421,299
Lincoln Town Car	123,791	126,446
Mark VII	22,951	27,406
Continental	532	12,355
Continental (fwd)	43,203	1,081
Total	190,477	167,290
XR4Ti Total*	5,868	6,849
Scorpio Total*	9,415	4,650
Mercury Lynx	2,240	31,179
Lynx station wagon	759	6,109
Tracer	48,239	30,085
Tracer station wagon*	8,476	2,236
Capri*		
Topaz	85,936	63,217
Cable	92,675	78,746
Cable station wagon	25,442	26,653
Cougar	102,415	110,112
Grand Marquis	105,157	105,649
Grand Marquis station wagon	8,984	9,366
Total	481,323	464,362

	1988	1987
Lincoln-Mercury Total	684,083	645,171
Total Ford	2,261,627	2,066,470
Buick Reatta	3,893	10
Skyhawk	23,980	36,712
Skyhawk station wagon	2,094	2,797
Somerset/Skylark	58,029	68,029
Century	120,013	137,914
Century station wagon	10,324	14,275
Regal	9,644	47,608
Regal (fwd)	113,552	11,183
LeSabre	129,081	132,408
Electra/Park Avenue	86,702	79,761
Buick station wagon	9,212	9,927
Riviera	11,287	16,493
Total	578,531	557,095
Cadillac DeVille/Fleetwood	151,865	145,309
Fleetwood 60 Special	1,324	1,224
Cimarron	5,906	12,639
Brougham/Chassis	44,513	56,669
Eldorado	30,763	20,357
Seville	22,103	20,725
Allante	3,191	2,068
Total	259,745	258,991
Chevrolet Nova/Geo Prizm	96,782	135,120
Sprint*/Geo Metro*	49,585	59,269
Spectrum*	68,276	79,108
Chevette	279	21,287
Corsica	194,680	100,231
Beretta	180,153	108,614
Camaro	99,052	117,060
Cavalier	278,226	260,923
Cavalier station wagon	28,705	38,072
Celebrity	201,761	253,237
Celebrity station wagon	50,598	60,648
Lumina		
Monte Carlo	30,191	69,654
Caprice	138,361	143,112
Chevrolet station wagon	29,806	30,661
Corvette	22,927	24,878
Total	1,469,362	1,496,074
Oldsmobile Firenza	5,468	15,413
Firenza station wagon	1,110	1,868
Calais	104,826	100,832
Cutlass Ciera	219,161	224,206
Cutlass Ciera station wagon	16,323	22,452
Cutlass Supreme	24,443	95,403
Cutlass Supreme (fwd)	87,656	
Delta 88	146,884	155,328
98	73,719	71,466
Custom Cruiser station wagon	10,669	14,045
Toronado	15,052	16,199
Total	708,313	717,262
Pontiac 1000	220	5,703
LeMans*	61,381	33,062
Sunbird	80,392	77,370
Sunbird station wagon	1,686	2,798
Fiero	24,106	42,663
Firebird	57,413	73,822
Grand Am	226,012	214,141
6000	87,955	112,257
6000 SW	8,779	11,942
Grand Prix	1,642	13,707
Grand Prix (fwd)	96,056	637
Safari SW	6,757	9,434
Bonneville	107,039	100,609
Total	759,434	698,143
GM Lotus	2	
Total GM	3,776,387	3,727,985
Domestic station wagons	397,749	479,741
Import station wagons	236,345	255,671
Misc. Domestic	158	80
Domestic Sponsored Imports	443,568	377,723
Other Imports	3,265,411	3,276,416
Total	3,708,979	3,654,139
Grand Total All Registrations	10,477,863	10,185,998

*Domestic sponsored import

SOURCE: R.L. Polk & Co.

Southeast Toyota, Nuckolls build in Orlando; 2 more due

Southeast Toyota Distributors and Bill Nuckolls, a longtime Florida vehicle wholesaler, are building a $6 million auto auction in Orlando, Fla., and plan to build two more, in Fort Lauderdale, Fla., and Atlanta.

Nuckolls opened Orange County Auto Auction in Orlando on eight acres in 1984. He said unexpected growth has led to rebuilding the auction on 71 acres near the existing facility.

Southeast Toyota has a 50 percent stake in the Orange County Auto Auction, according to Nuckolls.

He said Southeast Toyota also will have a 50 percent interest in the other two auctions to be built in the next 24 months. Southeast Toyota is Toyota Motor Sales' distributor in Florida, Georgia, Alabama, North Carolina and South Carolina.

Officials at Southeast Toyota confirmed the company has a stake in Orange County Auto Auction but declined to comment on the venture.

Nuckolls said the Orange County Auto Auction was a family business before Southeast Toyota bought out other members of the family.

He said the new facility is expected to open in June, complete with a detailing facility and car wash.

"We are registering 1,000 cars every week and selling between 575 and 625," he said. "Our operation grew way beyond our expectations. The present facility is too small."

The new auction is located 10 minutes from the current site. It will have seven lanes, up from four, and will be able to process 2,000 vehicles a week.

Nuckolls said plans call for reopening the old site as a vehicle salvage auction — selling vehicles destroyed in collisions for insurance companies.

Brasher's adds warranty

Sellers are responsible for repairs in excess of $100 on qualified vehicles sold at Brasher's Sacramento Auto Auction in Sacramento, Calif., if mechanical defects normally covered by arbitration are discovered within four days or 500 miles.

AUCTION BRIEFS

CHARLES THOMAS

The auction said its "Sacramento 500" plan carries no fee for the seller, who must guarantee the vehicle is free from any hidden or known defects.

Under a second program, a covered vehicle is warranted under the Brasher's Auction Warranty rather than by the seller to be free of major mechanical defects. Sellers pay a $25 fee for an auction inspection and provide the auction with a guarantee the vehicle is sound.

The buyer can then pay $25 to extend the warranty beyond the day of sale. If a covered defect should arise within four days or 500 miles, the auction will repair the vehicle and bill the buyer only for the first $100 in repairs.

Buyers of vehicles not pre-qualified for Brasher's Auction Warranty can have them inspected by auction mechanics and be covered by the plan for a $50 fee.

"This program is the only one of its kind in the auction industry," said Rex Roden, general manager of Brasher's Sacramento Auto Auction. "Our dealers have been very enthusiastic about it, and we expect to see more like it in the industry."

All domestic and most imported vehicles are eligible for the warranties covering defects in engine, transmission, rear-end, emissions-control equipment and air conditioning.

Brasher's also has introduced a program that allows qualified auction customers up to 28 days to pay for vehicles purchased.

Auto buyers normally have to pay for a vehicle the day of the sale or upon receipt of the title. Under the four-week draft program, the auction will hold a customer's draft for 28 days before sending it to the bank for payment.

Auction customers pay a fee to participate in the four-week program. The fee is based on the amount of money involved in the extended draft.

Louisville adds lanes

Frankenthal Group will spend $150,000 to add two sales lanes and a larger dealer lounge to the Louisville Auto Auction in Clarksville, Ind.

Construction of the 6,000 square-foot addition is scheduled to be completed this spring. In addition, the company has purchased four auto transport vehicles, bringing its total to eight.

Frankenthal Group also owns Cincinnati Auto Auction in Hamilton, Ohio, and SJF Transport in Clarksville, Ind.

AUCTION DIRECTORY

TEXAS

DEALERS AUTO AUCTION OF

A Manheim Auction
"Come Meet The Tuesday Team"
DEALERS AUTO AUCTION OF DALLAS
2717 E. Main, Grand Prairie, TX 75050
EVERY TUESDAY 11:00 AM
Full Fleet Lease Service, Airport Pickup
For Information, Call (214) 642-3900

TEXAS

San Antonio Auto Auction (div. of GECAA), 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

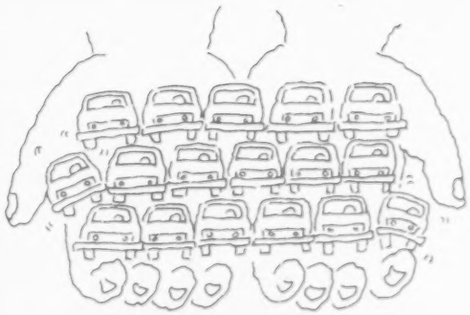
TEXAS

Fort Worth Auto Auction (div. of GECAA), 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Tuesday. Contact: George Horton, 817-626-5494.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, GMAC, all leasing. 414-835-4436, Caledonia, Wisconsin.

AUCTION OWNERS: REACH THE "BIG" FLEETS



ADVERTISE IN THE NAFA SHOW EXTRA ISSUE
Automotive News

Your Auction Directory ad in the NAFA Show Extra issue tells the fleet world's most influential sellers that you have what it takes to service their large fleet sales. 75,000 readers strong in 70 countries worldwide, Automotive News reaches 90% of the top fleet administrators.

You also get bonus exposure at the NAFA Show in New York, April 16-19, as we distribute complimentary copies, with your ad, from the Automotive News booth.

The Automotive News NAFA Show Extra issue: Don't miss your opportunity to "sell the big sellers." Call Marie Hingst, (313) 446-6065, to place your Auction Directory ad.

Issue date: April 17
Ad closing: April 10

AUCTION DATES

Chrysler

March 15 — A.D.E. of Birmingham, Birmingham, Ala., and Butler Auto Auction, Gibsonia, Pa.

March 16 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Phoenix, Ariz.; and Ark-La-Tex Auto Auction, Shreveport, La.

March 17 — Manheim Auto Auction, Manheim, Pa.

March 21 — Dallas Auto Auction, Grand Prairie, Texas; Clanton's Auto Auction, Darlington, S.C.; Denver Auto Auction, Aurora, Colo.; Southern Auto Auction, Warehouse Point, Conn.; South Seattle Auto Auction, Kent, Wash.; Hatfield Auto Auction, Hatfield, Pa.; and Golden Gate Auto Auction, Fremont, Calif.

March 22 — Columbus Fair Auto Auction, Obetz, Ohio, and Minneapolis Auto Auction, Plymouth, Minn.

March 23 — Big Sky Auto Auction; Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Salt Lake Auto Auction, Salt Lake City; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 24 — St. Louis Auto Auction, Bridgeton, Mo.

March 28 — Florida Auto Auction, Ocoee, Fla.; American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Nashville Auto Auction, Nashville, Tenn.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; Hatfield Auto Auction, Hatfield, Pa.; and Greensboro Auto Auction, Greensboro, N.C.

March 29 — A.D.E. of Birmingham, Birmingham, Ala., and Butler Auto Auction, Gibsonia, Pa.

March 30 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Phoenix, Ariz.; Ark-La-Tex Auto Auction, Shreveport, La.; and Amarillo Auto Auction, Amarillo, Texas.

March 31 — Manheim Auto Auction, Manheim, Pa.

Used Car Sales
Auction Averages

March 89	$6,029
Month ago	$5,720
Year ago	$5,859

Ford Motor Co.

March 21 — South Seattle Auto Auction, Kent, Wash.

March 22 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Fort Worth Auto Auction, Fort Worth, Texas; Lakeland Auto Auction, Lakeland, Fla.; Southern California Auto Auction, Fontana, Calif.; and Newburgh Auto Auction, Newburgh, N.Y.

March 23 — Ohio Auto Auction, Grove City, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

March 28 — Greater Chicago Auto Auction, Chicago; and Bay Cities Auto Auction, Hayward, Calif.

March 29 — Northway Auto Auction, Clifton Park, N.Y.; and Indianapolis Auto Auction, Indianapolis.

Model Breakdown
Auction Averages

	MAR 1989	FEB 1989	JAN 1989
1989	$10,267	$13,118	$12,109
1988	$8,710	$8,235	$8,612
1987	$7,576	$7,289	$7,136
1986	$5,936	$6,814	$5,944
1985	$5,298	$4,784	$4,873
1984	$3,544	$3,840	$3,788
1983	$2,823	$2,683	$2,795
1982	$2,082	$2,187	$2,246
Overall Average	$6,029	$5,678	$5,545

General Motors

March 15 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Southern California Auto Auction, Fontana, Calif.

March 16 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction, West Bountiful, Utah; and Mid-Ark Auto Auction, North Little Rock, Ark.

March 17 — Omaha Auto Auction, Omaha, Neb.

March 20 — A.D.E. of Birmingham, Moody, Ala.

March 21 — A.D.E. of Birmingham, Moody, Ala.; Florida Auto Auction of Orlando, Ocoee, Fla.; Harrisonburg Auto Auction, Harrisonburg, Va.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

AUTOMOTIVE NEWS/JOE WILSSENS

European Mustangs pony up

The American Pony Drive, a traveling collection of 40 vintage European-owned Ford Mustangs, made a publicity stop in Detroit last week. Organizers John Manners, right, and Madeline Koch have planned a 17-state tour that begins Friday. The tour is in conjunction with the 25th anniversary of the Mustang.

Makers fine-tune incentives

Chrysler, Chevrolet, Olds change customer programs

By Laura Clark and Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — In the latest chorus of incentive-tuning, Chrysler Motors sweetened offerings on LeBaron and Daytona and mailed rebate offers on other vehicles. Chevrolet added regional incentives to its national ones and Oldsmobile changed the expiration date of its program.

Chevrolet is offering regional consumer incentives on several car models until May 2.

In its 14-state "Momentum '89 Camaro Regional Incentive" program, Chevrolet is giving a $500 rebate on a Camaro. If dealers contribute $250, Chevrolet increases the rebate to $750, for a total savings to the consumer of $1,000.

The Camaro rebate program is effective in California, Florida, Texas, Wisconsin, Illinois, Indiana, Ohio, Michigan, Kentucky, Tennessee, North Carolina, South Carolina, Georgia and Alabama. The program began March 7 and ends May 2. It applies to vehicles purchased or leased from dealer inventory.

In the Eastern states and Texas, Chevrolet is offering free automatic transmission on 1988 and 1989 Cavaliers. The dealer's cost on the automatic transmission usually is $340. Under the program, dealers must contribute $150 of the cost of the automatic transmission.

The program runs until May 2. It is good in Massachusetts, Maine, Connecticut, New York, New Hampshire, Vermont, Rhode Island, New Jersey, Delaware, Maryland, Pennsylvania, Virginia, Texas and the District of Columbia.

Buyers of 1989 Corsica and Berettas in selected states can receive a $400 rebate, of which the dealer contributes $200 and Chevrolet $200. Chevrolet declined to name the states in which this incentive is offered. The $400 rebate is in addition to the national $600 rebate on Corsica and Beretta. The regional incentive ends May 2.

CHRYSLER MOTORS: Chrysler announced that its "Here's to You, America" incentive program will now offer $1,000 on 1988 and 1989 Chrysler LeBaron coupes (excluding convertibles) and 1988 and 1989 Dodge Daytonas. Previous incentives on those models were $750. As an alternative, consumers may select low-interest loans ranging from 4.9 percent to 10.9 percent.

In addition, Chrysler launched a direct-mail program aimed at current owners of its vehicles. It offers $300 to $500 in addition to Chrysler's other incentives and runs March 15 to May 31.

Bonus certificates were mailed to 1.6 million owners March 17-22. Dealers will receive a prospect list of owners this week.

The "Special Thanks" program gives certificate holders rebates of $300 on 1988 and 1989 Plymouth Colt, Horizon, Sundance and Acclaim; 1988 and 1989 Dodge Colt, Omni, Shadow, Spirit; 1989 Eagle Summit; and 1988 and 1989 Plymouth Voyager and Dodge Caravan with the shorter wheelbase.

The rebate is $500 on the 1988 and 1989 Dodge Daytona and Dynasty; 1988 and 1989 Chrysler LeBaron coupe and convertible, New Yorker and New Yorker Landau; and 1988 and 1989 Eagle Medallion and Premier.

OLDSMOBILE: Oldsmobile announced that the ending date for its incentive program is April 3 instead of the previously announced March 31. A company press release had erroneously reported that the program ended March 31.

Investor throws $2 million in pot to help bail out bankrupt Zimmer

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A private investor has committed $2 million to help Zimmer Corp. of Pompano Beach, Fla., work its way out of Chapter 11 bankruptcy.

The specialty vehicle conversion firm will use the funds to pay unsecured claims arising from its 1988 bankruptcy.

Zimmer President Terry McMahan said the investor asked that his name not be disclosed.

It has not been decided whether the investor will have a management role in the restructured company, according to Jack Gary of Crown Financial Associates of Palm Beach, Fla., who arranged the funding.

The private placement loan is subject to approval by the U.S. Bankruptcy Court for southern Florida.

Zimmer and its creditors intend to file a joint plan of reorganization by March 23. Company management hopes to emerge from bankruptcy by this fall and resume its business of converting vans and upfitting sport-utility vehicles.

Last October, the company arranged a $4 million line of credit and $1 million in working capital from bankers. Gary said the new investor was attracted to Zimmer after reading of that arrangement. A company spokesman said that line of credit is still in place.

Two Zimmer subsidiaries — Zimmer Motor Cars Corp. and Zimmer Motor Coach Corp. — have filed liquidation plans that have been approved by creditors and the bankruptcy court. Also, the Zimmer Recreational Products Corp. subsidiary has sold all its assets to a group of Kansas investors.

Cleveland-FTC agreement on hours takes effect

WASHINGTON — Within the next 30 days, the Cleveland Auto Dealers Association will place advertisements in the Cleveland Plain Dealer explaining its agreement with the Federal Trade Commission requiring its 130 members not to limit showroom hours.

The 10-year consent decree was reached late last year and now has become final. The dealer group does not admit violating any law, but agrees to change its bylaws and policies and to report periodically to the FTC.

Cleveland was the only major U.S. city besides Detroit that had restricted showroom hours. Cleveland agreed to settlement before trial. The position of the Detroit Auto Dealers Association was upheld in a similar case before an administrative law judge, but that victory was overturned recently by the commission. The Detroit dealer group said it will appeal the decision.

— Helen Kahn

SALES

FROM PAGE 3

time in 1988.

Honda's Acura division and Mitsubishi Motor Sales of America made the top 10 without transplants, although Mitsubishi began selling U.S.-built cars in January 1989.

Ford Division, Chevrolet and Pontiac were the U.S. cars in the top 10.

Four of the top 10 increased their car sales per dealer in 1988 — Toyota, Ford, Mazda and Pontiac.

Showing declines in addition to Hyundai were Honda, Acura, Nissan, Mitsubishi and Chevrolet.

Mitsubishi, third in the combined car-truck standings in 1987, slipped to sixth in 1988. Car-truck sales were off only 5 percent in 1988, but Mitsubishi's dealer total jumped to 250 from 148 a year earlier, and all Mitsubishi dealers now handle trucks as well as cars.

That combination of factors cut sales per outlet to 571 from 831 in 1987. The truck sales boom of recent years has dispelled the notion that trucks are small potatoes in the dealership world. A few examples from the sales-per-dealer averages show just how important they really are.

Dodge dealers averaged more truck sales than car sales last year — 186 vs. 168 — and truck figures for Ford and Chevrolet nearly matched their car numbers. Ford dealers averaged 349 cars and 320 trucks. Chevrolet dealers averaged 298 cars and 272 trucks.

Perhaps Suzuki of America Motor Corp. is the best example. It was 11th in combined car-truck sales per dealer in 1988 with 322 deliveries. All but one were sport-utility vehicles, which are counted as trucks on the sales charts. Suzuki began selling cars in the United States late in 1988.

Of the 38 makes in the car-truck ranking for both 1987 and 1988, 15 increased their sales-per-outlet averages last year. Among the domestics, 13 of the 14 makes were up. The Chrysler brand showed the only decline. Mazda and Range Rover were the only gainers among the imports.

At the corporate level, each of the Big 3 boosted their car-truck sales-per-dealer averages in 1988. Ford Motor Co. rose to 691 sales per outlet from 635 in 1987. General Motors advanced to 554 from 514, and Chrysler Motors climbed to 415 from 383.

Only two of the foreign-based manufacturers have more than a single line of vehicles and, therefore, more than a single dealership network, in the United States. Neither sells trucks. American Honda (Honda and Acura) averaged 652 sales per dealership last year, compared to 676 in 1987. Volkswagen of America (VW and Audi) fell to 181 last year from 215 in 1987.

CAR-TRUCK SALES PER OUTLET

Final 1988

	1988	1987
1. Hyundai	1,053	1,369
2. Toyota	850	857
3. Honda	691	693
4. Ford	669	612
5. Chevrolet	570	541
6. Nissan	579	673
7. Mitsubishi	571	831
8. Acura	510	595
9. Mazda	427	424
10. Dodge	354	323
11. Suzuki	322	579
12. Pontiac	262	234
13. Volvo	238	257
14. Oldsmobile	227	226
15. Mercedes	198	213
16. Buick	198	189
17. Mercury	197	174
18. Subaru	195	220
19. Jeep	178	150
20. BMW	176	209
21. Plymouth	172	158
22. Isuzu	171	229
23. Cadillac	166	162
24. Volkswagen	162	219
25. GMC	147	129
26. Jaguar	144	150
27. Lincoln	117	102
28. Yugo	107	166
29. Saab	104	124
30. Chrysler	90	99
31. Audi	58	101
32. Range Rover	57	53
33. Porsche	51	74
34. Sterling	50	85
35. Eagle	48	33
36. Alfa Romeo	31	42
37. Peugeot	26	34
38. Maserati	11	14
39. Geo*	6	—

*Geo became a separate franchise Oct. 1, 1989.
Totals include sales of captive imports and transplant models.

CAR SALES PER OUTLET BY MAKE FOR 5 YEARS

	1988	1987	1986	1985	1984
Hyundai	1,053	1,369	1,431	—	—
Honda	691	693	716	640	610
Toyota	625	578	592	572	515
Mitsubishi	571	521	489	598	477
Acura	510	595	352	—	—
Nissan	426	477	495	520	439
Ford	349	308	301	295	276
Mazda	313	266	290	277	223
Chevrolet	302	304	343	362	305
Pontiac	262	234	283	265	235
Volvo	238	257	276	257	246
Oldsmobile	227	226	334	334	331
Mercedes-Benz	198	213	236	207	190
Buick	198	189	260	285	318
Mercury	197	174	184	192	195
Subaru	195	219	226	219	196
BMW	176	209	226	204	170
Dodge	168	136	178	168	148
Cadillac	166	162	188	185	200
Volkswagen	162	219	247	246	197
Jaguar	144	150	150	120	98
Lincoln	117	102	110	104	97
Plymouth	109	112	141	122	111
Yugo	107	166	173	—	—
Saab	104	124	137	115	102
Chrysler	90	99	117	124	110
Audi	58	101	146	182	172
Porsche	51	74	94	78	61
Sterling	50	85	—	-	—
Eagle	48	33	—	—	—
Isuzu	44	89	134	118	80
Alfa Romeo	31	42	54	31	17
Peugeot	26	34	51	53	64
Maserati	11	14	20	24	—
Geo*	5	—	—	—	—
Suzuki	1	—	—	—	—
Renault	—	—	51	87	135
AMC	—	—	6	9	14

*Geo became a separate franchise Oct. 1, 1988.
Note: Totals include sales of captive imports and transplant models.

Copyright 1989, Automotive News

PRODUCTION

Truck output tops million, leads 1988

By Karen Detkowski
SPECIAL CORRESPONDENT

U.S. truckmakers built their millionth vehicle of the year last Friday, one week ahead of 1988.

So far this year, 1,008,709 trucks have been assembled, 8.86 percent more than the 926,594 completed last year at this point.

Last week's scheduled truck production of 94,903 units rose 3.61 percent over the prior week's 91,596 and was 12.15 percent above the year-ago week's 84,619.

Auto production was targeted at 151,409 units last week, 1.17 percent higher than the previous week's 149,658 and 4.49 percent more than last year's 144,909.

Year-to-date, 1,644,690 cars have been produced, 16.92 percent more than the 1,406,731 assembled at this time last year.

Last week's scheduled production was shared as follows: General Motors, 45.49 percent; Ford Motor Co., 26.66 percent; Chrysler Motors, 13.34 percent; Honda of America Manufacturing, 5.12 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.20 percent; New United Motor Manufacturing Inc., 2.64 percent; Nissan Motor Manufacturing Co. U.S.A., 1.55 percent; Toyota Motor Manufacturing U.S.A., 1.34 percent; and Diamond-Star Motors, 0.66 percent.

Chrysler called back 1,200 workers to the Jefferson Avenue plant in Detroit and began building Plymouth Horizon and Dodge Omni models last week. The plant had been shut down since December for conversion. Horizon and Omni were moved from the Kenosha, Wis., plant that closed last Dec. 23.

GM slated overtime last Saturday at its Oklahoma City; Arlington, Texas; Lakewood, Ga.; Lordstown, Ohio; and Lansing, Mich., car plants. Also scheduled to work last Saturday were the Flint, Mich.; Pontiac (West), Mich.; Shreveport, La., and Lordstown, Ohio, truck plants.

Overtime was scheduled last Saturday at Ford's Lorain, Ohio, and Wixom, Mich., car plants and its Wayne, Mich.; Louisville, Ky.; and St. Louis truck plants.

Diamond-Star Motors announced it will advance the start-up of its second shift by six months. The second shift will start in May; it was originally scheduled for November. Current employment is 1,900 and will increase to 2,900 by July.

Car production firm in Canada

Canadian auto output was scheduled at 19,456 units last week, down slightly from the prior week's 19,559 but 3.03 percent above the year-ago week's 18,884.

Truckmakers estimated assembly of 18,707 units last week, 10.91 percent below the previous week's 20,997 and 6.80 percent below the year-ago week's 20,071.

Chrysler's Pillette Road plant in Windsor, Ontario, and its plant in Bramalea, Ontario, resumed output today. Both had been closed for inventory adjustment, Pillette for one week and Bramalea for two.

U.S. CAR	Week Ended Mar. 18, 1989	Week Ended Mar. 19, 1988	Week Ended Mar. 11, 1989	Mar. to Date	Jan. 1 to Mar. 18, 1989	Jan. 1 to Mar. 19, 1988
Horizon	0	1,613	0	0	0	18,423
Sundance	2,300	2,193	2,209	5,861	26,093	23,255
Reliant	0	2,493	0	0	0	18,067
Acclaim	2,800	0	3,393	7,843	24,098	0
Caravelle	0	545	0	0	0	3,887
Gran Fury	0	189	0	0	0	2,427
Total Plymouth	5,100	7,033	5,593	13,704	50,191	66,059
LeBaron K	0	502	0	0	0	3,206
LeBaron J	2,200	1,954	1,832	5,376	24,784	10,572
LeBaron GTS	0	212	0	262	2,946	1,732
N. Yorker C-Class	2,600	2,362	3,033	7,046	26,582	22,055
Fifth Avenue	0	240	0	0	0	10,850
Total Chrysler	4,800	5,270	4,865	12,686	56,312	48,415
Omni	0	1,577	0	0	0	18,052
Daytona	2,200	1,921	1,846	5,392	24,830	9,808
Shadow	2,300	2,266	2,111	5,881	26,561	24,343
Aries	0	2,244	0	0	0	14,436
Dodge 600	0	429	0	0	0	3,365
Dynasty	3,400	2,598	3,432	8,572	36,019	24,204
Lancer	0	194	0	32	1,528	2,640
Spirit	2,400	0	2,663	6,383	22,921	0
Diplomat	0	548	0	0	0	4,431
Total Dodge	10,300	11,777	10,052	26,261	111,859	101,279
CHRYSLER MOTORS	20,200	24,080	20,510	52,651	218,362	215,753
Escort	6,916	4,480	6,625	17,316	81,109	76,834
Mustang	4,175	4,569	4,124	10,964	46,402	49,299
Tempo	3,270	4,515	3,240	8,314	37,669	44,967
Taurus	8,226	7,950	8,045	20,914	87,819	87,366
Thunderbird	4,010	3,461	3,343	9,641	40,285	35,694
Total Ford Div.	26,597	24,975	25,377	67,150	293,284	294,160
Topaz	1,116	1,906	1,270	3,204	14,376	17,496
Cougar	4,019	2,309	3,363	9,678	34,880	27,773
Sable	3,073	2,634	2,968	7,875	29,542	27,231
Total Mercury	8,208	6,849	7,601	20,757	78,798	72,500
Continental	1,670	1,067	1,439	4,098	16,685	9,686
Mark VII	559	557	479	1,369	6,817	5,934
Lincoln	3,339	3,248	2,882	8,197	29,516	33,236
Total Lincoln	5,568	4,872	4,800	13,664	53,018	48,856
Total L-M Division	13,776	11,721	12,401	34,420	131,816	121,356
FORD MOTOR CO.	40,373	36,696	37,778	101,570	425,100	415,516
Skyhawk	324	1,067	5,213	5,707	8,573	7,189
Skylark/Somerset	1,310	396	1,291	3,385	11,418	5,348
Century	2,735	2,214	2,184	6,352	28,118	12,838
Riviera	539	156	552	1,518	6,613	1,574
Electra	0	1,286	1,576	2,746	18,125	14,785
LeSabre (fwd)	4,485	2,500	4,297	10,124	19,015	26,520
LeSabre (rwd)	210	222	202	527	2,202	1,472
Reatta	199	110	0	309	1,478	778
Total Buick	9,802	7,951	15,315	30,669	95,542	70,504
Cimmaron	0	127	0	0	0	2,778
Eldorado	945	1,161	915	2,306	8,265	7,246
Seville	585	694	571	1,541	6,290	4,871
Brougham (rwd)	870	213	682	2,088	10,596	0
Deville (fwd)	4,940	4,019	4,761	12,632	49,675	42,799
Allante	70	65	75	190	805	466
Total Cadillac	7,410	6,279	7,004	18,757	75,631	58,160
Cavalier	8,084	7,144	3,468	16,368	67,120	71,840
Camaro	2,515	2,238	2,471	6,530	26,715	11,494
Celebrity	2,868	3,991	2,148	6,814	37,634	33,041
Corsica/Beretta	9,375	9,186	9,131	24,122	98,639	84,677
Caprice	5,658	3,109	4,754	13,376	44,382	44,621
Corvette	560	443	560	1,458	5,631	4,753
Total Chevrolet	29,060	26,111	22,532	68,669	300,121	250,426
Calais	2,290	2,095	2,275	5,944	19,605	22,683
Firenza	0	490	0	0	0	3,506
Cutlass Ciera	1,395	0	1,766	4,273	18,372	0
Cutlass Supreme	0	2,216	0	0	21,568	20,695
Toronado	179	466	132	401	2,639	3,687
88 (fwd)	240	3,389	998	3,627	35,788	33,056
88 (rwd)	144	247	110	337	1,731	2,862
Olds 98	250	1,830	2,221	3,786	20,734	19,378
Total Oldsmobile	4,498	10,733	7,502	18,368	120,437	105,134
Sunbird	4,038	2,015	3,994	9,851	31,814	23,733
Grand Am	5,940	4,813	5,131	14,649	55,583	52,935
Firebird	1,625	1,826	1,658	4,239	16,884	10,011
Grand Prix	4,020	2,041	4,000	8,020	28,021	22,307
Pontiac 6000	2,352	2,090	1,674	5,197	20,639	11,020
Bonneville	0	2,092	0	1,391	18,605	19,710
Safari/Parisienne	126	219	120	307	1,196	1,471
Fiero	0	618	0	0	0	3,623
Total Pontiac	18,101	15,714	16,577	43,654	172,742	135,700
GENERAL MOTORS	68,871	66,788	68,930	180,117	764,473	619,924
DIAMOND-STAR	1,000	0	843	2,322	7,284	0
HONDA	7,750	8,039	7,585	20,386	86,368	78,298
Civic	2,610	2,127	2,356	6,633	28,913	19,093
Accord	5,140	5,912	5,209	13,752	57,455	59,205
MAZDA†	4,850	1,821	4,838	13,126	53,325	12,973
NISSAN	2,340	2,178	2,356	6,109	25,442	15,612
NUMMI	4,000	3,287	4,788	11,660	42,722	34,660
Corolla	1,600	1,213	2,008	4,732	18,161	12,267
Geo Prizm/Nova	2,400	2,074	2,780	6,927	24,561	22,593
TOYOTA	2,025	0	2,050	5,262	21,014	0
VOLKSWAGEN	0	2,020	0	0	0	13,795
Golf/GTI	0	1,320	0	0	0	9,195
Jetta	0	700	0	0	0	4,600
Total Cars, U.S.	151,409	144,909	149,658	393,203	1,644,690	1,406,731
Total Cars, Canada	19,456	18,884	19,559	51,059	214,986	242,081
U.S., Canada Cars	170,865	163,793	169,217	444,262	1,859,676	1,648,812
U.S., Canada Cars and Trucks	264,475	268,483	261,810	740,327	3,004,815	2,785,626

Weekly car sales may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Mar. 18, 1989	Week Ended Mar. 19, 1988	Week Ended Mar. 11, 1989	Mar. to Date	Jan. 1 to Mar. 18, 1989	Jan. 1 to Mar. 19, 1988
Premier	0	0	0	765	10,285	14,440
CHRYSLER MOTORS	0	0	0	765	10,285	14,440
Tempo	3,385	4,345	3,340	8,797	39,541	45,543
Topaz	1,463	1,330	1,413	3,776	15,690	16,280
Crown Victoria	2,900	2,837	2,873	7,441	29,461	31,090
Grand Marquis	2,862	2,845	2,837	7,422	31,076	30,407
FORD MOTOR CO.	10,610	11,357	10,463	27,436	115,768	123,320
Celebrity	214	355	196	506	2,153	3,914
Cutlass Ciera	4,058	5,377	3,743	9,653	41,101	46,526
Lumina	2,440	0	426	3,289	6,395	0
Pontiac 6000	0	570	0	0	0	9,872
Regal	0	355	2,457	3,744	18,049	35,916
GENERAL MOTORS	6,712	6,657	6,822	17,192	67,698	96,228
HONDA	1,650	730	1,840	4,518	18,110	6,826
TOYOTA	304	0	254	680	1,236	0
VOLVO	180	140	180	468	1,889	1,267
Total Cars, Canada	19,456	18,884	19,559	51,059	214,986	242,081

U.S. TRUCK☆	Week Ended Mar. 18, 1989	Week Ended Mar. 19, 1988	Week Ended Mar. 11, 1989	Mar. to Date	Jan. 1 to Mar. 18, 1989	Jan. 1 to Mar. 19, 1988
Caravan	2,200	1,984	2,069	5,536	24,883	21,999
Dakota	2,400	2,864	2,235	6,015	24,143	25,532
Mini-Ram Van	100	268	181	387	2,114	3,229
Pickups	2,800	1,371	2,241	6,413	24,517	12,500
Total Dodge	7,500	6,487	6,726	18,352	75,657	63,260
Cherokee	4,500	3,860	5,348	12,942	50,103	40,013
Commanche	500	1,020	595	1,627	7,905	10,953
Grand Wagoneer	300	350	335	844	3,699	3,092
Wagoneer	100	282	227	476	2,186	2,990
Total Jeep	5,400	5,512	6,505	15,888	63,893	57,048
Voyager	1,900	1,708	1,962	5,058	23,882	20,293
Total Plymouth	1,900	1,708	1,962	5,058	23,882	20,293
CHRYSLER MOTORS	14,800	13,707	15,193	39,298	163,432	140,601
Aerostar	5,754	4,410	3,911	13,127	53,442	50,382
Bronco	2,109	1,274	1,793	5,164	21,331	13,853
Bronco II	3,375	2,996	2,847	7,981	31,775	33,538
Econoline	5,232	5,223	5,153	13,514	55,912	56,327
Heavy trucks	1,736	1,381	1,448	4,072	15,290	14,702
Light trucks	11,673	10,355	11,133	29,595	122,854	111,689
Ranger	8,447	7,416	7,682	20,589	83,120	80,707
Total Ford Div.	38,326	33,055	33,967	94,041	383,724	361,198
FORD MOTOR CO.	38,326	33,055	33,967	94,041	383,724	361,198
Astro	3,218	3,903	3,961	9,334	38,487	39,204
Blazer	591	457	506	1,462	6,209	6,102
Mediums/Heavies	0	365	0	0	0	5,489
P-Model	807	0	805	2,052	6,537	8,502
Pickups	9,027	6,530	8,216	22,465	100,604	68,921
S-10	4,919	5,527	6,525	15,013	66,126	60,840
S-10 Blazer	4,522	3,779	3,882	11,089	43,258	33,214
Sportsvan/Van	2,346	1,724	2,315	5,864	20,999	15,135
Suburban	1,677	1,211	1,441	4,123	17,464	16,033
Total Chevrolet	27,107	23,496	27,651	71,403	299,684	253,440
Jimmy	194	200	166	467	1,964	1,984
Mediums/Heavies	0	902	0	0	0	10,282
P-Model	22	0	58	165	971	724
Pickups	2,766	2,497	2,526	6,963	30,719	23,289
S-15	1,136	1,623	1,600	3,659	15,423	16,542
S-15 Jimmy	1,174	685	1,031	2,906	11,978	8,006
Safari	731	936	979	2,263	9,697	10,158
Suburban	579	702	570	1,557	6,922	8,259
Vandura/Rally Vans	630	576	615	1,466	5,540	10,227
Total GMC	7,232	8,181	7,545	19,446	83,214	89,471
GENERAL MOTORS	34,339	31,677	35,196	90,849	382,898	342,911
NAVISTAR	1,918	1,723	1,693	4,720	18,875	19,272
NISSAN	2,770	1,707	2,797	7,224	30,080	32,362
AM GENERAL	450	450	450	1,170	4,880	4,950
MISCELLANEOUS	2,300	2,300	2,300	5,980	24,840	25,300
Total Trucks, U.S.	94,903	84,619	91,596	243,282	1,008,709	926,594

CANADIAN TRUCK	Week Ended Mar. 18, 1989	Week Ended Mar. 19, 1988	Week Ended Mar. 11, 1989	Mar. to Date	Jan. 1 to Mar. 18, 1989	Jan. 1 to Mar. 19, 1988
Caravan	3,096	3,075	3,154	8,145	34,814	33,566
Mini-Ram Van	216	342	203	540	2,233	2,853
Ram Wagon	0	562	641	1,038	6,641	4,926
Ram Van	0	1,398	1,739	2,755	17,151	12,323
Total Dodge	3,312	5,377	5,737	12,507	60,839	53,670
Voyager	2,832	2,803	2,940	7,511	30,449	31,380
Total Plymouth	2,832	2,803	2,940	7,511	30,449	31,380
Wrangler	1,700	1,099	1,849	4,674	17,015	11,091
Total Jeep	1,700	1,099	1,849	4,674	17,015	11,091
CHRYSLER MOTORS	7,844	9,249	10,526	24,692	108,303	96,141
FORD MTR. (lt. trks.)	3,648	3,660	3,378	9,138	37,605	32,415
Light trucks	3,310	3,234	3,271	8,685	37,447	34,852
Vans	1,545	980	1,449	3,770	15,681	14,236
Total Chevrolet	4,855	4,204	4,720	12,455	53,128	49,090
Light trucks	1,490	1,788	1,444	4,043	17,483	16,872
Vans	600	945	655	1,747	7,249	6,269
Total GMC	2,090	2,734	2,099	5,790	24,732	23,141
GENERAL MOTORS	6,945	6,938	6,819	18,245	77,860	72,231
NAVISTAR	270	224	274	706	2,662	2,433
Total Trks., Canada	18,707	20,071	20,997	52,783	226,430	210,220
U.S., Canada Trks.	113,610	104,690	112,593	296,065	1,235,139	1,136,814

—Includes window van production. E—Estimate.
Jeep includes commercial only. AM General includes government-contract vehicles.
Miscellaneous includes sales/data for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Weekly estimates may contain error of one or two units due to rounding.